
U.S. or

STAR

In presenting THE EVENING STAR in its dress and improved form, attention is called to its peculiar merits as a news and family paper, as well as to the extraordinary advantages it offers to advertisers.

High professional authority—which in this instance only expresses public sentiment—has declared that "THERE IS NO BETTER EVENING NEWSPAPER IN THE UNITED STATES." THE STAR. But even more than this may be claimed for it. In all that relates to the collection of a first-class journal, devoted to news, news, family and local affairs, it takes rank as the very best in the world, and in the special

ities named it is not surpassed by any. alert, intelligent and impartial special correspondence at all centers of interest, by the free use of the telegraph, and with the superior mechanical facilities with which its office is equipped, it covers the whole field of news, and is able to present to the entire civilized world each day the very moment of going to press. In this respect THE STAR is absolutely without a rival. It fearlessly challenges comparison, within

In its treatment of public affairs it is impartial and aims to be fair and just to all faiths and creeds, and it is *absolutely independent*, in the strict and broadest sense of the term. In the publication of news it records facts without bias or color, and in the expression of editorial opinion it is steady and firm in advocating and protesting only what it believes to be right, as it is persistent in condemning and opposing what it believes wrong. It is not a party paper.

other interest or consideration than that of the public, and securing as far as possible the welfare of the family circle, and of society as a whole.

With these general objects in view, the STAR specially concerns itself with, and to which it gives its best efforts, may be briefly described as THE INTERESTS OF WASHINGTON AND THE DISTRICT OF COLUMBIA. To the paper has been unwaveringly devoted its present management assumed its duties.

and this policy will characterize the future of the paper as prominently as it has marked its past history.

AS AN ADVERTISING MEDIUM.

The EVENING STAR claims to be, and conclusively establishes that it is, the best local advertising medium in the world: NO OTHER PAPER FOR

CIRCULATES SO MANY COPIES IN THE CITY PUBLICATION, IN PROPORTION TO POPULATION hardly too much to say that it is read by the members of every family in the District of Columbia. It is peculiarly the favorite of the home circle. It is no less esteemed in the counting room and work shop. It follows, therefore, that as an organ of publicity within the National Capital and its contiguous territory it has no rival. An announcement in its columns practically meets all eyes in connection to the common life of the city.

low, they are rigidly adhered to. There remains to be added on this head, as an index of the esteem in which the paper is held by the business public, which best understands its interests in this respect, that, both in the number of subscribers and of new advertisements placed each year in the history of the paper shows a steady increase over its predecessor. For example, in the first nine months of the present

the average daily circulation of the has been 26,681 copies, and the number of new advertisements printed against an average daily circulation of copies and 38,594 new advertisements in the corresponding period in 1887. In THE STAR has never taken a backward step its conductors are determined that it never "take one.

THE WEEKLY STAR

in every respect a first-class family journal. Its news is carefully collected, and may be depended upon to be fresh and authentic. Its scientific articles are written by the best authorities. Its literary, household and agricultural departments are edited with the view of meeting the wants and tastes of an intelligent and reading public. It affords assistance to the student and the pursuit of general information. Some of the most noted and learned men and women of the country are contributors to its columns. Its aim is to be a source of information to all classes of readers.

graphic arrangements and full corps of correspondents enable it to lay before its readers every week all important happenings, foreign, domestic, and especially such political, social and current events as are worthy of note, in the State of Virginia, West Virginia, Maryland, North Carolina, and those adjacent thereto.

The low price at which it is published,

ONLY ONE DOLLAR A YEAR

brings it within the reach of all. None are so poor that they cannot afford to take it, and none so rich that they can afford to do without it.

SEND FOR A PREMIUM LIST.

As an extra inducement to new subscribers THE WEEKLY STAR, a list of valuable, useful and ornamental articles has been prepared, a copy of which will be mailed to any address on application. Especially is this list worthy the attention of agents and correspondents.